

I oppose loosening the rules designed to promote and protect diversity of media ownership. These rules were adopted to ensure that the public would receive a diverse range of viewpoints from the media, and not simply the opinions of a handful of media conglomerates.

Our democracy depends upon a diverse and robust media that ensures the free flow of information from a wide array sources and viewpoints. But recent years have been characterized by rapid consolidation in the media industry, a trend that has left us with FEWER corporations controlling a larger percentage of the information upon which we base important political and personal decisions. The current FCC proceeding seems skewed towards further scaling back regulations that are intended to promote media diversity and protect civic, minority and noncommercial voices. Please consider the importance and value of a diversity of voices in the media rather than merely evaluating it from the context of commercial competition. Locally owned media more effectively serve their community about local issues. Also, diverse voices in the media create a range of information that allows communities to weigh multiple positions on an issue rather than one opinion echoed in all outlets of a large media company.

The proliferation of cable channels has not offered a new range of diverse programs and contents. In contrast, most of these channels offer the same information replicated 200 times.

Sincerely,

Craig Ibarguen